

**FISHING REEL, FISHING INFORMATION DISPLAY DEVICE, AND  
FISHING INFORMATION DISPLAY SYSTEM  
ABSTRACT OF THE DISCLOSURE**

5           An electric reel is furnished with an information communication unit is  
adapted for transmitting first information concerning the reel to an external fishing  
information display device. The information communication unit is adapted for  
receiving second information concerning fishing from a fish finder or a GPS through  
a fishing information display device and an information coordinating unit. A second  
10   display unit of the fishing information display device can display the first information  
concerning the reel obtained from the reel and the second information concerning  
fishing with one of the first and second information being superimposed on the other.  
In this fishing reel, a large amount of information can be displayed while the size of  
the reel is kept small. Also, information concerning fishing can be obtained quickly.

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